



# ANNUAL GENERAL MEETING

FOR THE YEAR 2020

*'Where Single Mothers Find Hope.'*

MOMS Canada Inc.  
[office@momscanada.ca](mailto:office@momscanada.ca)



**Our Mission:** MOMS Canada's mission is to serve single mothers and their children by providing one-on-one mentoring, referral services, as well as community and educational centered programming to create positive and lasting change.

## Annual General Meeting Agenda

Annual General Meeting	May 12, 2021 7:00 P.M.
<b>1. CALL TO ORDER</b>	Chair - Len
<b>2. DEVOTIONS / Prayer</b>	Melissa
<b>3. ADOPTION OF MEETING AGENDA</b>	
<b>4. ADOPTION OF MINUTES from May 13, 2020</b>	
<b>5. REPORTS</b> 5.1 Chair 5.2 Treasurer Report a. 2020 MOMS Canada Financial Statements 5.3 Executive Director 5.4 2020 Funding Report 5.5 2020 Infographics Report 5.6 2021 Budget Review	Len  Ralph Brenda All All All
<b>6. OLD BUSINESS</b> 6.1 Review 2021 Strategic Plan	All
<b>7. NEW BUSINESS</b> 7.1 Praise reports	All
<b>8. Meeting Adjournment</b>	

## Meeting Minutes

<b>Name of Committee/Group:</b> MOMS Canada Annual General Meeting <b>Purpose of Meeting:</b> Annual General Meeting <b>Date/Time:</b> May 13, 2020, 7:00 pm			
<b>Attendees:</b> Len Lewin (Chair), Brenda Cyre (Executive Director), Ralph Berke (Treasurer), Sue Paddon, Melissa Parsons, Sandi Gaunt, Don Billey <b>Recorder:</b> Bonnie Lewin			
Topic	Discussion	Motion/Action Item	Person Responsible
1. Call to Order	Late starting due to technical difficulties. Meeting conducted through ZOOM.	7:16 pm	Chair – Len
2. Prayer and Devotion	Psalm 31: Applied to MOMS		Len
3. Approval of May 16, 2019 AGM Minutes	Funding Report: No Change including to Included.	To approve the minutes from May 16, 2019	Moved: Sandi Seconded: Don Carried
4. Approval of Agenda		To accept the agenda	Moved: Sue Seconded: Ralph Carried
5. Reports	<b>Chairman:</b> <b>Treasurer/Financial Report:</b> Minor adjustments read according to annual report: Total Income \$77,500 / Total Exp \$56,800 Net Income \$20,700 / Bank Balance: \$14,020 Brenda to send out changes in minutes. <b>Executive Director Report:</b> 500 Mentor hours. 227 1-2-1 contacts with single mothers <b>Funding Report:</b> Small and large contributors. Send latest newsletter and thank you letter to contributors. Brenda's signature on thank-you letter. <b>2019 Info Graphics Report:</b> Inquiry and volunteer hours. <b>Special Events/Fund Raiser Report:</b> 11 different events <b>2020 Approved Budget:</b> Brenda to change title. <b>2<sup>nd</sup> Budget (Revised):</b> Anything in yellow is changed. Amended staffing payroll, rent in Brenda's home, wage subsidy \$6200, money returned because of Coronavirus. Not paying rent for gymnastics and room for Empowered MOMS. <b>Strategic Plan:</b> Review during Board Meeting 5.7 <b>Action Items:</b> Send thank you to Accountant. This year send with other contributors thank you by Brenda.		
6. Adjournment / Prayer	7:55 pm		Len

**Next Meeting: May or June 2021**

*Jesus Is Lord!*

## **Board of Directors Chairman's Report**

Board members: Len Lewin, Ralph Berke, Melissa Parsons, Don Billey, Sandie Gaunt.

For several years MOMS Canada has been getting inquiries from single moms across Canada. We had nothing in place to engage these moms with our existing programs and were unable to offer a solution. We tried to help the moms by researching what was available in their area and pointing the moms to agencies that could possibly help.

Covid gave us a solution. We were forced to cease all our activities (like Empowered Moms) due to government restrictions. So, we took our programs online with Zoom. Now we had something to offer single moms in all parts of Canada. One of our moms moved back to her family in Ontario. She was sad to be leaving the friends she had made with MOMS Canada. Through Zoom meetings, she was thrilled to once again, connect with the friends she has gained at MOMS Canada. We now have several moms from across Canada connecting with us and participating in our "Chat and Connect" and "Empowered Moms".

Our Annual Plant Sale became an Annual Garage Sale. Due to Covid restrictions, we were unable to have the sale in spring, so we held too late for plant sales. Despite offering only garage sale items, we still did well with sales.

Sadly, our annual summer picnic and children's Christmas party were forced to be cancelled, again due to Covid restrictions.

Several ladies involved with our charity continue to have a Wednesday morning prayer session. This group meets to pray for our moms, mentors, board, and staff. Thank you, ladies. We often see blessings from these prayers.

We would like to thank our financial donors and volunteers for helping to make our programs possible. A special thanks to Brenda, our director, for all her ideas and implementing these ideas into helping to make positive changes in single mom families.

God bless you all,

Len Lewin  
Board Chairperson

## **Treasurer Financial Recap Report**

The total revenues and other income for 2020 was \$63,504. Total expenses for 2020 were \$51,644 leaving \$11,812 in Excess Revenues over Expenses. At year end there was \$81 in Deferred Liabilities and \$25,825 in the MOMS Canada bank account.

Ralph Berke, Treasurer

**MOMS CANADA**  
**Financial Statements**  
**Year Ended December 31, 2020**  
*(Unaudited - See Notice To Reader)*

**MOMS CANADA**  
**Index to Financial Statements**  
**Year Ended December 31, 2020**  
*(Unaudited - See Notice To Reader)*

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	Page
NOTICE TO READER	1
FINANCIAL STATEMENTS	
Statement of Financial Position	2
Statement of Revenues and Expenditures	3
Statement of Changes in Net Assets	4





**Rebryna Dana** LLP  
CHARTERED PROFESSIONAL ACCOUNTANTS  
MANAGEMENT CONSULTANTS

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Shane R. Rebryna\* | Curtis A. Dana\* | Gordon C. Ferguson\* | Wayne L. MacIsaac  
HBCA, CPA, CGA, MANAGING PARTNER    BBA, CPA, CGA, PARTNER    FCPA, FCCA, CFP, CAFM, ASSOCIATE    BBA, PBA, ASSOCIATE

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**NOTICE TO READER**

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On the basis of information provided by management, we have compiled the statement of financial position of Moms Canada as at December 31, 2020 and the statements of revenues and expenditures and changes in net assets for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

*Rebryna Dana LLP*

Slave Lake, Alberta  
March 31, 2021

CHARTERED PROFESSIONAL ACCOUNTANTS

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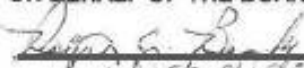



\*\*\* Denotes a Professional Corporation

**MOMS CANADA**  
**Statement of Financial Position**  
**December 31, 2020**  
*(Unaudited - See Notice To Reader)*

	2020	2019
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 25,825	\$ 14,020
Goods and services tax recoverable	112	377
Government subsidy receivable	1,814	-
	27,751	14,397
<u>EQUIPMENT (Net of accumulated amortization)</u>	<u>960</u>	<u>2,421</u>
	\$ 28,711	\$ 16,818
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Deferred contributions	\$ 81	\$ -
<b>NET ASSETS</b>		
Unrestricted	27,670	14,398
Invested in equipment	960	2,420
	28,630	16,818
	\$ 28,711	\$ 16,818

ON BEHALF OF THE BOARD

 Director  
 Director

Chartered Professional Accountants

2

**MOMS CANADA**  
**Statement of Revenues and Expenditures**  
**Year Ended December 31, 2020**  
*(Unaudited - See Notice To Reader)*

	2020	%	2019	%
<b>REVENUES</b>				
Donations	\$ 41,267	87.73	\$ 68,380	88.23
Fundraising income	3,464	7.36	9,120	11.77
Grant income	2,312	4.91	-	-
	47,043	100.00	77,500	100.00
<b>EXPENSES</b>				
Advertising and promotion	892	1.90	2,291	2.96
Amortization	1,112	2.36	871	1.12
Fundraising expenses	482	1.02	1,122	1.45
Insurance	1,617	3.44	1,673	2.16
Interest and bank charges	318	0.68	198	0.26
Memberships and Licences	77	0.16	-	-
Office	1,377	2.93	974	1.26
Professional fees	113	0.24	425	0.55
Program expenses	3,391	7.21	6,749	8.71
Rental	5,050	10.73	6,950	8.97
Salaries and wages	35,599	75.67	31,601	40.78
Supplies	141	0.30	2,328	3.00
Telephone and utilities	1,325	2.82	1,400	1.81
Training	150	0.32	218	0.28
	51,644	109.78	56,800	73.31
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS</b>				
	(4,601)	(9.78)	20,700	26.69
<b>OTHER INCOME</b>				
Loss on disposal of assets	(48)	(0.10)	-	-
Government subsidy	16,461	34.99	-	-
	16,413	34.89	-	-
<b>EXCESS OF REVENUES OVER EXPENSES</b>				
	\$ 11,812	25.11	\$ 20,700	26.69

**MOMS CANADA**  
**Statement of Changes in Net Assets**  
**Year Ended December 31, 2020**  
*(Unaudited - See Notice To Reader)*

	Unrestricted	Invested in Equipment	2020	2019
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ 14,398	\$ 2,420	\$ 16,818	\$ (3,882)
<b>EXCESS OF REVENUES OVER EXPENSES</b>	12,924	(1,112)	11,812	20,700
<b>INVESTMENT IN EQUIPMENT</b>	348	(348)	-	-
<b>NET ASSETS - END OF YEAR</b>	<u>\$ 27,670</u>	<u>\$ 960</u>	<u>\$ 28,630</u>	<u>\$ 16,818</u>

## Executive Director 2020 Report

Somehow, I am not surprised how this past year has flown by. With so many changes due to the COVID 19 pandemic, I have to say I am very proud of MOMS Canada, our Mission to be a place where single mothers find hope was very ubiquitous in 2020.

In the Tri-Region area (Stony Plain, Spruce Grove and County of Parkland) the 2016 statistics revealed there was over 2300 single female parented households. Based on the growth of these areas in the last four years, we know the number of lone-female parented households has increased by approximately 8% – 10%. With the COVID 19 joining us in March 2020, inquiries about MOMS Canada programming within the Tri-Region area, different locations across Alberta, and Canada increased significantly.

Our Mission is to serve single mothers and their children by providing one-on-one mentoring, referral services, and educational centered programming and community, to create positive and lasting change. I am pleased to disclose that we were able to adapt our programming with via an online platform which has allowed us to provide all our programming and more.

Here are some few highlights of what MOMS Canada was able to offer single moms and their children.

- ~ 9 Empowered MOMS Nights with different topics such as Loneliness & Isolation to Nutritional meals on a small budget.
- ~ 9 Mentor training sessions to allow our mentors to be able to assist our moms and their children in the best ways possible. Training was offered on topics such as goal setting and low self-esteem.
- ~ 12 Chat & Connect sessions which allows for single moms to get together online to talk about issues/topics that they might be dealing with as single moms and share in some laughter as well.
- ~ Fundraisers & Special Events took place; our Annual Garage Sale, our first Online Silent Auction, a Christmas plants & ornament sale (with Kiwi Nurseries), and our new Adopt a Single Mom Family Christmas campaign.

Although this year did not play out as we envisioned, I am very proud that despite all the challenges, we continued in helping single mothers and their children. For 2021, we will continue to reach out to the numerous single mothers and their children within the Tri-Region area, Alberta, and the provinces across Canada. Sharing hope, building stronger relationships with donors, sponsors, and other agencies. Working alongside our volunteers; Board of Directors, our Mentors to make MOMS Canada a place where single mothers find hope.

A special thank you to all our donors and sponsors for their generosity during the 2020 year. It is because of your generosity; our programs can be offered FREE to all single mothers and their children. May God bless you abundantly.

Blessings,

*Brenda Osbaldeston*

Brenda Osbaldeston, Executive Director



## Funding Report

MOMS Canada would like to recognize and thank the following local Businesses and Organizations, Churches, and Municipalities for their generosity during the 2020 year to help support our programs.

Badlands Business Services	New Life Community Church
BNI Alberta North	Positive Power Electrical Services
BNI Parkland	Pretty As A Picture Photography
Capital Power Empowering Communities Volunteer Grant	Rebryna Dana LLP Accountant
Canadian Clear Air Services (CCAS)	RE/MAX Preferred Choice, Deanalee Dressler
Collective Business Solutions	Simply S Studios
Combined Insurance	Spruce Grove Acupuncture & Traditional Chinese Medicine
Dan Houcher Financial	Stony Plain Golf Club
Excel MKM Insurance	Stony Plain Rotary Club
Family Community Social Services (FCSS)	The Medicine Shoppe (King Street)
Home Style Construction	The Wood Shop Guys
Immanuel Lutheran Church of Rosenthal	Town of Stony Plain
Kiwi Nurseries	Travel Tickets to Go
Knight Doors & Windows	Western Textiles and Recycling Inc.

## 2020 Infographics Report

### **January**

Empowered MOMS Night: 5 attendees, 6 children, 6 Mentors  
Mentorship Program: 8 registered  
Inquires: 2  
Volunteer Hours: 64.5

### **February**

Empowered MOMS Night: 6 attendees, 8 children, 6 Mentors  
Mentorship Program: 7 registered moms  
Inquires: 3  
Volunteer Hours: 37.5

### **March**

Empowered MOMS Night: 7 attendees, 13 children, 6 Mentors  
Mentorship Program: 6 registered moms  
Inquires: 1  
Volunteer Hours: 64

### **April**

Empowered MOMS Night: 10 attendees, 12 children, 5 Mentors  
Mentorship Program: 6 registered moms  
Inquires: 4  
Volunteer Hours: 55

### **May** *(due to Covid 19 Program changes/additions to programs via an online platform)*

Chat & Connect: 10 attendees  
Single Life Workshop: 7 attendees  
Mentorship Program: 6 registered moms  
Inquires: 3  
Volunteer Hours: 41.5

### **June**

Chat & Connect: 10 attendees  
Single Life Workshop: 7 attendees  
Mentorship Program: 6 registered moms  
Inquires: 4  
Volunteer Hours: 42.5

### **July**

Chat & Connect: 9 attendees  
Single Life Workshop: 7 attendees  
Mentorship Program: 6 registered moms  
Inquires: 1  
Volunteer Hours: 34.5



## 2020 Infographics Report

### **August**

Chat & Connect: 4 attendees

Mentorship Program: 6 registered moms

Inquires: 5

Volunteer Hours: 48.5

### **September**

Chat & Connect: 5 attendees

Single Life Workshop: 7 attendees

Mentorship Program: 6 registered moms

Inquires: 8

Volunteer Hours: 40.75

### **October**

Chat & Connect: 6 attendees

Empowered MOMS Night: 4 attendees

Single Life Workshop: 7 attendees

Mentorship Program: 6 registered moms

Inquires: 5

Volunteer Hours: 51

### **November**

Chat & Connect: 6 attendees

Empowered MOMS Night: 5 attendees, 5 mentors

Single Life Workshop: 7 attendees

Mentorship Program: 6 registered moms

Inquires: 19

Volunteer Hours: 56.95

### **December**

Empowered MOMS Night: 4 attendees, 4 mentors

Mentorship Program: 6 registered moms

Inquires: 5

Volunteer Hours: 67.5

### **Volunteer hours:**

Mentor & Activity volunteer hours: 250

Board Members & Staff volunteer hours: 355

**Total 2020 Volunteer hours: 605**

## Special Events & Fundraising Report

Beyond the monthly activities of Board Meetings, Empowered MOMS Night, Chat & Connect, and Mentor Training sessions, here are the additional events we held in 2020.

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*Due to the onset of COVID-19, our fundraising has been hugely impacted. As 50% of our funding is received from fundraising events, we had to find different ways to fundraise. Unfortunately, a lot of our regular annual fundraising and special events were postponed or cancelled.*

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Newfoundland JIGGS Dinner: Date, Venue and ticket printing was completed. Due to COVID-19, the event has been postponed, until the COVID-19 restrictions accommodate this type of indoor event.

Annual Garage Sale: this event was held in August in the St. Matthews Lutheran Church parking lot. It was well attended, allowing this event to be a huge success.

Annual General Meeting was held May 13<sup>th</sup> using the online meeting platform 'Zoom'. The board gave an overview of the MOMS Canada organization and plans for 2021.

Old Fashion Picnic was cancelled due to COVID-19 restrictions.

Online Silent Auction: In October we held our first online silent auction. We received several amazing donations from local businesses that we were able to auction off. It was not as successful as we had hoped, however we are very grateful to all our bidders, winners and especially our donors.

Children's Christmas party was cancelled due to COVID-19 restrictions.

Adopt A Single Mom Family Christmas Campaign: Ran during the month of November and beginning of December. Due to the generosity of donors, we were able to purchase a Santa gift for each child to be placed under the tree and provide each family with a grocery gift card (*in varied amounts ranging from \$125 - \$200, based on the number of family members*) to provide a Christmas dinner and additional groceries.

# 2021 Approved Budget



## APPROVED 2021 BUDGET

### 2021 OVERALL BUDGET

#### EXPENSES

##### Staffing

Payroll & Receiver General	19452	
7% EI & CPP	1362	
Category Total	<u>20814</u>	<b>20814 Sub-total</b>

##### Programs

Empowered MOMS Program	8880	
Mentorship Program	6024	
Chat & Connect	2173	
Topic Studies	3156	
Category Total	<u>20232</u>	<b>41045 Sub-total</b>

##### Miscellaneous

Office supplies	520	
Annual Filing	80	
Bank charges	325	
Benevolence Fund Expense	1500	
Board Development - Speakers/workshops	200	
Capital Purchases	100	
Computer/Printer Technique Support	150	
Insurance	1560	
Post office box	182	
Rent	3600	
Staff Development	200	
Staff Mileage	200	
Storage Rental	1008	
Telephone	1488	
Category Total	<u>11113</u>	<b>52158 Sub-total</b>

##### Promotions & Advertising

Advertising	500	
Website	3200	
Media Advertising (Radio)	1861	
Tri-Municipal Expos	300	
Category Total	<u>5861</u>	<b>58019 Sub-total</b>

##### Special Events/Fundraisers

Christmas Gala/Party	1250	
Newfie Dinner	200	
Mother's Day Tea	300	
Facility Use	250	
Fundraising	484	
Category Total	<u>2484</u>	<b>60503 Sub-total</b>

##### Memberships

CCCC	270	
Chamber of Comm - Stony Plain	82	
Computer Software Memberships	252	
BNi membership & Breakfast mtgs (6)	1293	
(693 reimbursed)		
Category Total	<u>1897</u>	<b>62400 Sub-total</b>

**Total Expenses: \$ 62,400**

# 2021 Approved Budget



## APPROVED 2021 BUDGET

### 2021 REVENUE BUDGET

REVENUE	Amount
Donations	39000
Grants	4000
Program Cost Recovery	6700
COVID-19 Wage Subsidy	6500
Fundraisers	6000
GST Refund	200
<b>Total Revenue:</b>	<b>\$ 62,400</b>

## 2020 Approved Budget

Approved 2021 Budget

2021 INDIVIDUAL PROGRAM BUDGETS															
EMPOWERED MOMS PROGRAM				MENTORSHIP PROGRAM				CHAT & CONNECT				TOPIC STUDIES			
Staffing		Rate	Hrs	Staffing		Rate	Hrs	Staffing		Rate	Hrs	Staffing		Rate	Hrs
*Salary (20hrs monthly)		28	200	*Salary (10hrs monthly)		28	156	*Salary (5hrs monthly)		28	60	*Salary (8 hrs monthly)		28	80
*EI & CPP		7%		*EI & CPP		7%		*EI & CPP		7%		*EI & CPP		7%	
			5824.00				4542.72				1747.20				2329.60
			407.68				317.99				122.30				163.07
			6231.68				4860.71				1869.50				2492.67
Program Expenses				Program Expenses				Program Expenses				Program Expenses			
Supplies/Photocoping				Supplies/Photocopy/printing				Supplies				Books or online purchase			
200.00				250.00				0.00				500.00			
Zoom Subscription Cost				Zoom Subscription Cost				Zoom Subscription cost				Zoom Subscription cost			
63.00				63.00				63.00				63.00			
Venue Rental (6mths)				Honorarium/Mileage				63.00				563.00			
660.00				Self Development (workbooks)											
Aerial Gym Club (6mths)				300.00											
875.00				663.00											
Honorarium/mileage															
50.00															
Self Development (workbooks)															
300.00															
2148.00															
Promotion & Adv. Expenses				Promotion & Adv. Expenses				Promotion & Adv. Expenses				Promotion & Adv. Expenses			
Brochure printing				Brochure Printing				FB Advertising				FB Advertising			
500.00				500.00				240.00				100.00			
FB Advertising				240.00				240.00				100.00			
240.00				500.00											
500.00															



## 2021 Strategic Plan

	Focus Area/Goal/Tasks (i.e. A1b, with subtasks shown in blue)	Year(s) Action is to be completed			Most responsible person(s) for action	Progress to date? (Not Started, Started, Advanced or Completed w/%)	Notes
		2021	2022	2023			
<b>A</b>	<b>Mentorship</b>						
	<b>1. Need to establish relationships with more churches</b>						
	a) Meet w/ Womens Ministry leaders/other women's groups	N	Y				
	Present "community need" of moms to church/groups	N	Y				
	Gather statistics to support presentations	Y	Y		Brenda	Completed (100%)	Received/confirmed most current stats / awaiting release of 2020 census
	Solicit Moms stories/testimonies in support of MC	Y	Y		Brenda	Started (10%)	Have requested to do recording of testimonies
	Connect with/to the women in church leadership positions	N	Y				
	b) Contact Churches & groups to get their information for a presentation to be made	N	Y				
	Meet with Church Leadership/book presentation date	N	Y				
	Make formal presentation to Church congregation or group	N	Y				
	<b>2. Review/Prepare/Mentorship Training</b>						
	a) Review existing training materials for MC programs	N	Y	Y		Completed (100%)	completed 2020
	b) Prepare any additional training materials for MC programs	Y	Y	Y	Brenda	Advanced (50%)	completed monthly
	c) Present training materials to MC program participants	Y	Y	Y	Brenda	Advanced (50%)	completed monthly
	d) Ensure Mentors have updated educational opportunities for moms	Y	Y	Y	Brenda/Mentors	Started (10%)	Needs to be passed onto Mentors
	<b>3. Promote our Strengths</b>						
	a) Promote Mentorship program	Y	Y	Y	All		
	5 year program	Y	Y	Y	All		
	1-to-1 mentoring	Y	Y	Y	All		
	b) Small charity - low overhead	Y	Y	Y	All		
	c) Registered charity since 2011	Y	Y	Y	All		
<b>B</b>	<b>Education</b>						
	<b>1. Educate moms on topics relevant to them</b>	Y	Y	Y			
	a) Survey MC Moms & Moms outside of MC for interest	N	Y	Y		Completed (100%)	completed for 2021
	b) Have Moms present to MC Moms	Y	Y	Y	Brenda	Started (10%)	have spoken to 2 moms regarding presenting
	c) Moms give testimony	Y	Y	Y	Brenda	Started (10%)	have requested
	Allow moms to give back to the program	Y	Y	Y	Brenda	Advanced (50%)	
	MOMS boundaries	N	Y	Y			
	2-3 month bible study course	Y	Y	Y	Brenda/Mentors	Started (10%)	starting in June 2021



## 2021 Strategic Plan

	Focus Area/Goal/Tasks (i.e. A1b, with subtasks shown in blue)	Year(s) Action is to be completed			Most responsible person(s) for action	Progress to date? (Not Started, Started, Advanced or Completed w/%)	Notes
		2021	2022	2023			
	<b>2. Connect and build relationships with FCSS &amp; APFA in Spruce Grove/Stony Plain</b>						
	<i>a) Don't reinvent the wheel for programming. Utilize what is offered by different agencies</i>	Y	Y	Y		Not Started (0%)	
	<i>b) Find out what other services are out there to offer our moms</i>	Y	Y	Y	Brenda	Not Started (0%)	
	Join forces to connect moms to existing courses (APFA & FCSS)	Y	Y	Y	Brenda	Not Started (0%)	
	Build relationship w/Parkland Pregnancy & Neighborhood Link	Y	Y	Y	Brenda	Not Started (0%)	
	Contact Outreach programs in SG & SP	N	Y	Y			
	Radio	Y	N	Y	Brenda	Not Started (0%)	
	Social	Y	Y	Y	Brenda/Volunteer	Started (40%)	having volunteer work on social media - supporting other agencies by posting their events or information
<b>C</b>	<b>Funding</b>						
	<b>1. Raise Community Awareness of MC</b>						
	<i>a) Attend community events that will bring awareness to MOMS</i>	Y	Y	Y			
	Education on Stats – SP & SG FCSS, Parkland County, Elections Canada	Y	Y	Y		Advanced (95%)	Received current stats, awaiting release of stats from 2020 census
	Farmers Day Parade	N	Y	Y			
	Attend chamber of Commerce gatherings to network	Y	Y	Y	ALL	Not Started (0%)	
	Revamp website	Y	N	N	Website Committee	Started (40%)	In beginning stage of developing a new site
	SP Spring Market	N	N	N			
	Chamber of Commerce presentation	Y	Y	Y		Not Started (0%)	Need to contact
	Have MC newsletter delivered to interested parties	Y	Y	Y	Len/Brenda	Started (30%)	
	Tri-Municipal Expo	N	Y	Y			
	Media & Radio 88.1FM	Y	Y	Y	Brenda	Not Started (0%)	No events currently due to COVID restrictions
	ED attend Critical Connection mtg.	Y	Y	Y	Brenda	Not Started (0%)	
	ED attend BNI Meetings	Y	Y	Y	Brenda	Started (40%)	attend weekly meetings to promote MC
	<b>2. Increase Community &amp; Business Sponsorship</b>						
	<i>a) Plan 6wk campaign for personal contact with local businesses</i>	N	Y	Y			
	<i>b) Sponsorship for a project or event</i>	Y	Y	Y	ALL		
	<i>c) BNI Connections</i>	Y	Y	Y	Brenda	Started (40%)	Asking BNI members for those connections weekly
	Sign painting	N	Y	Y			
	Plant sale & Garage Sale	Y	Y	Y	Ralph/Brenda/volunteers	Started (10%)	Date chosen - look at different way a business can sponsor
	Write sponsorship letter to local businesses	N	Y	Y			
	ED attend Critical Connection Mtgs	Y	Y	Y	Brenda	Not Started (0%)	
	Community Events Calendars	Y	Y	Y	Media person	Not Started (0%)	No in-person events due to COVID
	Brochures located at different locations in SP & SG	Y	Y	Y	Brenda/?	Started (5%)	being worked on

## 2021 Strategic Plan

	Focus Area/Goal/Tasks (i.e. A1b, with subtasks shown in blue)	Year(s) Action is to be completed			Most responsible person(s) for action	Progress to date? (Not Started, Started, Advanced or Completed w/%)	Notes
		2021	2022	2023			
	<b>3. Increase funds received from Grants</b>						
	a) Rotary	Y	Y	Y	Brenda	Completed (100%)	Made presentation - received donation from a Rotatry member
	b) St. Andrews	Y	Y	Y	Brenda	Completed (100%)	Submitted application
	c) Lions SP & SG	Y	Y	Y	Brenda	Not Started (0%)	
	d) Kinsmen	Y	Y	Y	Brenda	Not Started (0%)	
	e) Foresters	Y	Y	Y	Brenda	Not Started (0%)	
	f) Town of Stony Plain	Y	Y	Y	Brenda	Not Started (0%)	
	g) Parkland County	N	Y	Y			
	h) City of Spruce Grove	Y	Y	Y	Brenda	Not Started (0%)	
	i) United Way	Y			Brenda	Completed (100%)	Grant application submitted
	<b>4. Increase funds received from MC Fundraisers</b>						
	a) Newfie dinner	Y	Y	Y	Melissa/Brenda/volunteers	Started (10%)	Revist in August - Depending on COVID Restrictions
	b) Plant sale	Y	Y	Y	Ralph/Brenda/volunteers	Not Started (0%)	Dependant on COVID and ability for plant donations
	c) Garage sale	Y	Y	Y	Melissa/volunteers	Started (20%)	Date chosen - dependant upon COVID Restrictions
	d) Adopt A Single MOM Family Christmas Campaign	Y	Y	Y	Brenda	Not Started (0%)	Promote starting October
	e) Gift planning (financial advisors)	Y	Y	Y	Sandie	Not Started (0%)	
	f) Write article to Reporter re: event	Y	Y	Y	Brenda	Not Started (0%)	
	<b>5. Increase funds received from Churches</b>						
	a) Churches	Y	Y	Y	All	Not Started (0%)	
	Contact churches and get their Info	N	Y	Y	All		
	Contract Women Ministries Leader	N	Y	Y	All		
	Prompt services / Arrange for presentation	Y	Y	Y	All	Not Started (0%)	Dependant on COVID Restrictions